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a receiving module operable to receive the tagged media content; and
a storage module in operable communication with the receiving module, operable to store the received media content.

21. (Amended) In a network environment having a server device and a client device, a computer program product readable by a computer and having stored thereon a data structure comprising:

a data stream having content that may be presented to a user; and

a tag associated with the data stream, the tag comprising information related to predetermined user classifications.

A11

REMARKS

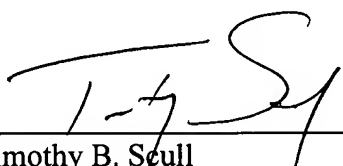
Applicant respectfully request that the Examiner to enter the amendments made herein. The amendments made to the claims and specification address clerical errors in the original application and do not constitute new matter. Separate mark-ups of the amendments to the specification and claims pursuant to 37 C.F.R. §1.121 are enclosed herewith.

Should the Examiner have any questions or concerns regarding this application, the Examiner is respectfully requested to telephone the undersigned to discuss the application. Please charge any additional fees or credit any overpayment to Deposit Account No. 13-2725.

Respectfully submitted,

Date:

3/29/02



Timothy B. Scull
Reg. No. 42,137
Merchant & Gould P.C.
P. O. Box 2903
Minneapolis, Minnesota 55402
303-357-1648



S/N 10/039,062

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Matz et al.	Examiner:	Unknown
Serial No.:	10/039,062	Group Art Unit:	2151
Filed:	December 31, 2001	Docket No.:	60027.101US01
Title:	METHOD AND SYSTEM FOR TARGETED CONTENT DISTRIBUTION USING TAGGED DATA STREAMS		

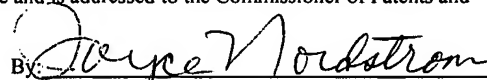
CERTIFICATE UNDER 37 CFR 1.10

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I hereby certify that this paper or fee is being deposited with the United States Postal Service 'Express Mail Post Office To Addressee' service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

By:


Joyce Nordstrom

MARKUP

IN THE SPECIFICATION:

At page 5, line 5 through 6:

[Figure 4 illustrates an exemplary tagged data stream that may be received and processed by the computer system of Figure 2 and modules of Figure 3.]

Figure 4 is a functional block diagram of an analysis module shown in Figure 3 in accordance with aspects of a particular embodiment of the invention.

In the paragraph starting at page 8, line 14 and ending at line 27:

Device 200 may also contain communications connection(s) 212 that allow the device to communicate with other devices. Communications connection(s) 212 is an example of communication media. Communication media typically embodies computer readable instructions, data structures, program modules or other data in a modulated data signal such as a carrier wave or other transport mechanism and includes any information delivery media. The term "modulated data signal" means a signal that has one or more of its characteristics set or changed in such a manner as to encode information in the signal. By way of example, and not

limitation, communication media includes any information delivery media. [The term "modulated data signal" means a signal that has one or more of its characteristics set or changed in such a manner as to encode information in the signal.] By way of further example, and not limitation, communication media includes wired media such as a wired network or direct-wired connection, and wireless media such as acoustic, radio frequency (RF), infrared and other wireless media. The term computer readable media as used herein includes both storage media and communication media.

In the paragraph starting at page 10, line 15 and ending at line 22:

In another embodiment, the server device **302** does not have a receive module **308**, for instance, in some cases, the server device **302** primarily broadcasts content onto a broadcast network (e.g., satellite TV). In this embodiment, an STB **105** connected to the broadcast network receives the broadcasted content, but does not need to send information back to the server device **302**. Thus, as is discussed below, the send module of the client device [**302**] **304** is not necessary in the broadcast TV/STB implementation. In this embodiment, the STB **105** simply receives multiple, tagged data streams of content sent by the server device **302** and filters the content locally.

In the paragraph starting at page 11, line 26 and ending at page 12, line 10:

Another type of insertion event that the analysis module **320** may detect is an internal event that arises on the client side. One example of an internal insertion event is a user initiated menu selection from a STB navigator, such as the user requesting a list of available television shows, a list of games that are available to play online or the books available via the online bookstore. Each list of respective items offered may be tagged by the server system and filtered by the client device **304** so as to optimize the presentation order to the user that would present the item with the highest probability of interest. Furthermore, the initial navigator menu presented on the display may be customized automatically by the client device **304** based upon prior user behavior and profile so as to order the list of available activities or actions (e.g., preferences for television program, games, shopping, news, mail, etc), thereby presenting the user with a list best matching their probable activities. Additionally, such prior user behavior can

be implemented by the client device 304 to exhibit content in a predetermined sequence (e.g., preferred content type displayed first upon user initiation of the device).

In the paragraph starting at page 14, line 29 and ending at page 15, line 2:

The profile generator **406** receives data from the user i/o module **318** and updates the profile **322** according to inputs from the user. The profile generator **406** dynamically updates the profile **322** based on a history of user inputs so that when the filtering module **404** accesses the profile **322**, the filtering module **404** will filter the tagged data memory **316** based on the most recent user preferences indicated by the profile **322**. Alternatively profiles are static, and/or predetermined. [Alternatively, the information is not organized.] The profile generator **406** preferably organizes tags in the profile **322** for fast and efficient access. In another embodiment, the tag information need not be organized for fast and efficient access.

In the paragraph starting at page 15, line 14 and ending at page 15, line 24:

Figure **5** illustrates a portion of tagged content **500** that may be used in an embodiment of the present invention. The portion of tagged content **500** includes tag/content pairs such as pair **504** including a tag, such as tag **[506] 510**, and associated content, such as content **[508] 512**. As discussed above, the content may be any type of content, including, but not limited to, advertisements, and content items containing descriptions (e.g., title, author, price, theme, etc) of content such as books, movies, games, etc. Each tag describes its associated content with predefined information. In one embodiment, the tags **506**, **510**, and **514** have a type identifier **516**, a title identifier **518**, an age identifier **520**, a gender identifier **522**, an income identifier **524**, a location identifier **526**, and a family identifier **528**. The identifiers **[relate to] 518, 520, 522, 524, 526 [and] 528** relate to what type of viewer the content is appropriate for.

In the paragraph starting at page 16, line 4 and ending at page 16, line 14:

In one embodiment, providers of content to the server device **[304] 302** tag the content before making it available to the server **[304] 302**. The content providers fill in the identifiers, such as type, title, age, gender, income, location, and family, with the identifying data that the provider determines is the best target audience. In another embodiment, the server device **302**

appends the tags to the content. In this embodiment the server device 302 is operable to determine what identifying information is most appropriate to the content and fill in each of the identifiers accordingly. The server device 302 has a dictionary of identifiers (e.g., type, title, age, gender, etc.) to select from. The tags that the client device 304 uses in the user profile 322 have the identifiers (e.g., type, title, age, gender, etc) selected from a common set of identifiers. Thus, the client device 304 and the server device 302 utilize a common tag format having common identifiers.

IN THE CLAIMS:

In claim 14, starting on page 30, line 26 and ending on page 31, line 6:

14. A client device for providing [target] targeted content comprising:
- a user profile having one or more user profile tags associated with user preferences;
 - a tagged content memory storing a plurality of content items, each having [and] an associated tag associated with [a] classes of targeted users; [and]
 - a filtering module operable to filter out a content item whose associated tag is not sufficiently similar to any of the one or more user profile tags; and
 - a user input/output module operable to present content to a user of the client device and further operable to detect a content selection from the user[;].

In claim 17, starting on page 31, line 19 and ending on page 31, line 24:

17. The method of claim 16 further comprising:
- a receiving module operable to receive tagged content from a communication network;
 - and
 - a storage module in operable communication with the receiving module and the filtering module, operable to store the received tagged content and provide the tagged content to the filtering module.

In claim 19, starting on page 32, line 7 and ending on page 32, line 11:

19. The media content distribution network of claim 18 wherein the client device comprises:
- a receiving module operable to receive the tagged media content; and

a storage module in operable communication with the receiving module, operable to store the received media content.

In claim 21, starting on page 33, line 1 and ending on page 33, line 6:

21. In a network environment having a server device and a client device, a computer program product readable by a computer and having stored thereon a data structure[,] comprising:

a data stream having content that may be presented to a user; and

a tag associated with the data stream, the tag comprising information related to [the] predetermined user classifications.